


Instagram Audit Guide

Bio

Using the term, I help is a great way to capture people's attention. Be super clear about who your account is for. Add a call to action that will incentivise people to click the link. For example...

I help busy coaches, bloggers and business owners find time in their busy schedules to grow their business and achieve their goals. Click for free Pinterest guide 

Images

Do you have a house style? You don't need to have a filter or edit your images in light-room, you can do great things with inbuilt editing. You can create a consistent style by using the same settings in your editing software on your phone.

Caption

Long or short, up to you, but make it count and add a call to action. The first line and a half of the comment is the most important as that's all the viewer sees before they decide to tap more to read the rest.

Hashtags in the first comment seems to be the best choice at the moment, but that can change as I've known times when IG will limit reach of hashtag comments.

Hashtag Strategy

Do you have one? If not here's a post I wrote about why it's important and how to design one. Click here...

[Hashtag Strategy](#)

Engagement

Do you post and ghost? Commenting with thoughtful comments will significantly improve your engagement which will grow your community and that is the goal here.

Don't be self-orientated either, go and make comments on other people's posts that follow you. It's all about nurturing the community you have not ignoring them in the hope to find more followers. An engaged small community is far better than a large group that isn't bothered if you post.